



City of Austin **EMPLOYEES CARE** *Combined Charities Campaign*

2020 City of Austin Combined Charities Coordinator Guide

Thank You For going above and beyond on behalf of others. Your work is making lasting change in our communities.

You are the Coordinator. You are the “go to” person. Be unique. Have fun!

Hold the Campaign Kickoff

- Make it fun
- Use department leadership
- Invite local charities to join virtually or access library of charity videos

Make the Ask

- Educate and encourage your fellow employees; talk about the need in our community
- Add a personal touch
- If every employee gave \$2 a paycheck- the impact of that

Promote and Publicize

- Take advantage of charity videos
- Send out reminders
- Use multiple methods of communication

Monitor and Report

- Keep track of dollars pledged
- Share updates and results with co-workers, team, and leadership

Say Thank You

- You can never say thank you too much
- Send thank you emails
- Plan a virtual thank you event

What not to do

- Do not ask if they have or intend to give; pledges are voluntary
- Do not post names unless permission is given
- Do not make anyone feel like they must give

Need help or have questions

- Contact Emma Cravey or Ginger Stieber
- coaccc@earthshare-texas.org
- 512-469-5989